

AMA 2016 Annual Conference Agenda

The AMA 2016 Annual Conference: Answers in Action content is being driven by The [7 Big Problems](#) identified in [The AMA's first ever Intellectual Agenda](#). Inspiring presentations will be provided by our speakers and partners aligning with one of the 7 Big Problems listed below.

Attendees are encouraged to review the problems and the agenda to create a schedule that suits their needs. [Pre-conference workshops on Wednesday October 5th](#) are also available to acquire some new tools and answers in action before the conference kicks off!

- [Effectively Targeting High Value Sources of Growth](#)

With all the fascination with new marketing concepts, digital technologies and new tactics, there continues to be one foundational issue that is proven time and again to have a disproportionate impact on the value you create for your business: identifying the highest value source or sources of growth for your brand, product or service.

- [Role of Marketing in the Firm and the C-Suite](#)

There is a long history of debate between how academic researchers conceptualize “marketing” and how that is reflected in the activities firms may engage in and how they organize to accomplish these activities. Thus, academic views and corporate practice concerning the role of marketing within the firm have often been out of alignment. However, as the world has become flatter, governments have increasingly shaped policy, supply chains have globalized and “customer demand” (not supply) is the limiting factor on corporate growth, it’s clear that from both perspectives the role of marketing within the firm needs to be carefully reexamined. We need to explore what is possible, as well as what is already happening in some firms.

- [The Digital Transformation of the Modern Corporation](#)

Digital issues focus on pressing managerial problems at multiple levels of analysis. Our belief is that marketers have taken a very narrow view—examining social media, Big Data and the transformation of marketing communications. However, at the C-suite level, corporate executives are focused on much larger issues of business model change, survival and future competitive advantage. This is very evident in the world of banking and retail. However, even traditional industrial firms such as GE are transforming themselves from “dumb” to “smart” within the Internet of Things.

- [Generating & Using Insight to Shape Marketing Practice](#)

There is a fundamental debate that is unfolding concerning the role of Big Data and analytics within firms. However, this data orientation (or obsession) may obscure the differences between data, knowledge and insight. An argument could be made that while our data and knowledge are rapidly growing, our actual insight is not. What does it mean to have a customer insight that can be leveraged in the marketplace? This problem could be addressed by new methods, but we are more concerned with unique, different information that leads to competitive advantage.

- Dealing with an Omni-Channel World

As we transition into the 21st century, the key revolution is the front-office interface with customers. It is no longer a simple mix of brick and mortar integration, or even “bricks and clicks” integration. Rather, with the advance of social media, mobile media, always-on communications, the Internet of Things and multi-channel markets, the new catchphrase is “omni-channel.”

- Competing in Dynamic, Global Markets

While terms such as “hyper competitive” or “fast moving” have been around for a number of years, the speed of change—at the customer and competitor level—is accelerating at unprecedented levels. At the customer level, this is reflected in “location-based” marketing based on mobile apps, real-time tracking of customer behavior, and continual advancement of new, nimbler competition. For many industries, at the heart of this change are smart products, smart applications and interconnected devices as well as an increasing willingness of firms to develop ecosystems of partners rather than go it alone.

- Balancing Incremental and Radical Innovation

Firms need to compete in two time periods: the present and the future. How does one balance this dual, or ambidextrous, orientation? How do we fuel necessary innovation in the present, while investing in disruptive technologies, business models, partnerships, and customer experiences that set the course for the future? How do we foster innovation beyond the product—to the organization, networks, financial models, distribution channels and other forms of innovation—that can accelerate competing for the future? Can we and should we balance over time by sequentially switching our focus from radical to incremental (e.g., behave like a tech business and build new “platforms,” then add “modules”) rather than trying to do both at once?

WEDNESDAY OCTOBER 5, OPTIONAL & ADDITIONAL PRE-CONFERENCE TUTORIALS

10:00 am
- 6:30 pm

Registration Open

12:00 PM
- 2:00 PM

A. Richard Scionti, Partner, Technology & Analytics Practice Lead, Cambiar, LLC
Publish or Perish: driving relevance, reach and resonance of insight through curation.

In market research, especially custom research, we often obsess about the now of each project. However, for marketers that project is one piece in a potential mosaic of consumer and market understanding. How can you use concepts of data curation and technology to drive better lifetime value of data and actionability of insights?

You will leave this session with:

- Principles of data curation to organize, annotate and stage data.
- Discover a range of tools for socializing insight.
- Skills needed for curation.

B. David Gardner, Founder & CEO, ColorJar
Golden Purpose: Developing a Leading Edge to Cut Through the Noise.

We move through a very loud and busy world today. Without a strong brand position strategy, yours can get lost in all of the noise. But, what is Brand Positioning Strategy? How do you establish a strong Brand Position? How does it inform messaging and product building? During this session, ColorJar Founder & CEO David Gardner will provide the answers.

Using case studies from successful clients, tried and true “next” practice tactics and taking on an attendee’s company to walk through the process, you will leave this workshop with the following takeaways:

- A firm grasp on what Brand Positioning Strategy is.
- The tools and ability to conduct your own brand positioning strategy when you return to the office

The ability to apply a newly established Brand Position to your company’s messaging & product building

2:00 PM - 2:30 PM BREAK

C. Ted Frank, Principal, Backstories Studio
Bring Movie Storytelling Techniques to your Project

In this workshop, you’ll learn step-by-step how to turn your insights or strategy into a c-suite-ready story that will get you buy-in.

First you’ll learn about how to find the story in even complicated data and how to turn a boring slide into one that’s simple, powerful and visual.

Then we’ll take it up a few notches and learn step-by-step how to turn a full project into a strategic story using techniques used in movies – movies that everyone loves. At each step, you’ll get a chance to apply these principles to your project.

D. Kay Keenan, President, Growth Consulting, Inc.
Write a Marketing Plan in Three Hours

This tutorial session was so well received for the last three years at the AMA Nonprofit Conference we invited Kay to do it in Orlando for you.

Every organization is looking for ways to reach their targets efficiently. There aren’t ever enough marketing dollars! This highly interactive session will help you create a first draft marketing plan tailored for your organization. It will include working with upper management, sales and everyone else to achieve your organization’s needs. Bring with you a copy of your company’s strategic plan because all good marketing plans build on the organization’s strategy. You will also receive a copy of a Marketing Plan to help you create yours.

E. James Hutto, Managing Project Director, Valeo
Goals Are For Losers: a systems-based approach to marketing automation and retargeting

My goal is to give you “leverage” with this workshop. The ability to do more with less effort.

Marketing automation software is amazing. Retargeting ads are powerful. But you need a strategy before you jump into behavior-driven messaging. You need systems to accomplish your goals.

Don’t miss, whether you’re considering marketing automation, or bought already but can’t get that sports car out of first gear. I’ll walk you through everything you need to know: map your strategy, evaluate platforms, and write your first campaign. Then I’ll share my systems-based approach for retargeting advertising, and how the two work together. Come



WEDNESDAY OCTOBER 5, OPTIONAL & ADDITIONAL PRE-CONFERENCE TUTORIALS *(con't.)*

<p>2:30 PM - 5:30 PM</p>	<p>Perfect for: Those who present high- and mid-level presentations and do not want to do the same old PowerPoint deck.</p>	<p>Key Learning Objectives:</p> <ul style="list-style-type: none"> • Leave with a “first draft” marketing plan for our organization. • How to keep your organization focused for effective marketing. • How to use your time for the best results for your organization. <p>Note: This is a hands on working session so come prepared to create your 2017 Marketing Plan.</p>	<p>prepared to take copious notes. You'll leave with pages of action items based on years of experience.</p>
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THURSDAY OCTOBER 6			
8:00 am – 6:00 pm – Registration Open			
8:00 am – 8:45 am - Breakfast			
8:45 am – 9:00 am Welcome & Opening Remarks			
9:00 am – 10:00 am	The Digital Transformation of the Modern Corporation		
	<p>Marketing Through Transformation Linda Boff, CMO, GE At 124 years old, the one constant GE counts on is change. As GE evolves into the world’s leading Digital Industrial company – connecting machines in every industry with industrial-strength strength - it faces new challenges of how to market transformation. Join Linda Boff, GE’s Chief Marketing Officer, as she outlines the key pillars guiding GE’s most creative work and how GE constantly evolves its storytelling.</p>		
10:00 am – 10:30 am NETWORKING BREAK			
10:30 am – 11:15 am	<p>Dealing with an Omni-Channel World</p> <p>Marketing movies by occasion: An omni-channel approach Dan Stanton, Senior Director of Retail Strategy, NBC Universal</p> <p>In a category where customers can both purchase and consume the product digitally, Universal has developed a portfolio approach spanning digital and physical platforms with a focus on consumption occasion.</p> <p>This session will cover the hurdles and opportunities that face brands and products as they add a digital distribution platform.</p>	<p>Role of Marketing in the Firm & the C-Suite</p> <p>Surviving the Shark Tank: Mensch on a Bench Neal Hoffman, Creator, Mensch on a Bench</p> <p>Session will feature the story and lessons of creating an emotional connection to your consumer, building a brand around authenticity, creating a breakthrough PR story and a behind the scenes look at Shark Tank.</p> <p>There will be plenty of time allocated for Q&A to allow for discussion.</p>	<p>Generating & Using Insight to Shape Marketing Practice</p> <p>Stop Dabbling with Your Data, and Get Busy Delivering Invaluable Insights. (Your Marketing will Improve and Sales Will Thank You.) Andy Lausch, Senior Director, Analytics & Insights, CDW</p> <p>The world of marketing is quickly moving from one dominated by qualitative opinion to one driven by quantitative fact. Further, business leaders are demanding increased relevance and ROI from the marketing function.</p> <p>In this evolving world it is imperative that marketers of the future effectively take the ingredients of modern marketing – art and science – and combine them to create, hone, and effectively communicate, simple yet impactful insights to key stakeholders. This, of course, is in addition to providing timely and context-specific marketing that is relevant and valuable to internal stakeholders (i.e., Sales) and external customers alike.</p> <p>Learn how one salesman-turned-marketer is evolving in his role from “mad man” to “math man,” and how you can leverage some of his firm’s “lessons learned” in your organization.</p>
	11:15 am – 11:30 am NETWORKING BREAK		

DAY ONE THURSDAY OCTOBER 6 (cont.)			
11:30 am - 12:15 pm	Role of Marketing in the Firm & the C-Suite The Role of Marketing: Evolution or Revolution? Meghan Coles, Brand Strategy Lead, LinkedIn Marketing as a discipline has changed dramatically over the past 10 years, and the pace of change continues to accelerate. Marketers today need to not only keep pace with the change as a practitioner, but also to develop talent, capabilities, and ultimately to impact business growth and customer loyalty. Join Meghan as she brings insights from inside Silicon Valley and beyond to discuss if today's marketing organization requires a complete revolution or if yesterday's fundamentals still succeed.	Competing in Dynamic, Global Markets Why Improving the Customer Experience Matters Ash EIDifrawi, Chief Commercial Officer, Gogo Throughout his marketing roles at Google, Wrigley and Gogo, Ash EIDifrawi has witnessed first-hand why mastering the customer experience in business matters. What does a good customer experience look like and how do you get there? How do you measure the success of improving the customer experience? Join Ash to discuss how improving the customer experience leads to success and how your company can continuously improve their customer experience.	Effectively Targeting High Value Sources of Growth Growth Hack - LIVE! Chris Franco, Founder & CEO, Woodridge Growth Learn how to grow your business as Chris Franco , Founder & CEO of Woodridge Growth takes on marketing and branding growth challenges in these exciting sessions. If your business has a strategic brand position, needs to grow quickly and you're excited, ready, and open to a growth hack, contact Kelly Moran to submit your case for the Growth Hack - LIVE sessions. Those selected will receive a complimentary conference registration!
	12:15 pm - 1:15 pm NETWORKING LUNCH		
1:15 pm - 2:00 pm	Balancing Incremental and Radical Innovation Disruptive Innovation: Changing The Direction of a Category With Coca-Cola Freestyle...A Few Lessons Learned. Chris Hellmann, Global Vice President and General Manager, Coca-Cola Freestyle Division Consumers expect businesses that serve them to keep up - from customer service to communication to personalized offers based on what they like. The Coca-Cola Freestyle dispensing system was introduced to the fountain/foodservice business in 2010 with a radical approach to beverage customization, branding and connectivity. This innovative dispenser completely changed how fountain beverages are made, delivered and marketed. Chris Hellmann, the Global VP and GM	Dealing with an Omni-Channel World Marketing to Millennials and the Rise of Relevance. Lauri Baker, SVP, Sales and Marketing, Odyssey How do millennials actually want to be marketed to? They're savvy. They live in social. And they consider all advertising an extension of a brand's voice. Join Lauri Baker, SVP of Sales and Marketing at Odyssey, a social content platform, as she leads an interactive discussion on how marketers need to shift their focus from reach to relevance when it comes to marketing to this highly-influential millennial demographic.	The Digital Transformation of the Modern Corporation From Traditional to Digital in One Swing! April Leonard, Director of Marketing, Topgolf How do you take what might appear to be a stodgy product and turn it into one of the hottest brands around? The formula includes a healthy dose of consumer insight coupled with creativity and the willingness to take risks. Join April Leonard, Director of Marketing for Topgolf as she discusses how to take a traditional sport and make it digital. Her talk will explain how Topgolf is taking the game of golf into the digital arena through game play, its marketing and untraditional media.

	responsible for The Coca-Cola Freestyle Division discusses lessons learned through the development and execution of this disruptive innovation in today's market place.		
2:00 pm - 2:30 pm NETWORKING BREAK			
2:30 pm - 3:15 pm	Balancing Incremental and Radical Innovation A Toast to New Drinkers Megan Frank, Vice President, Global Marketing, Jim Beam How does a 220-year-old brand identify new sources of growth? Come find out how one globally iconic brand leveraged their deep consumer understanding to redefine innovation, which allowed them to reach new markets and expand occasions -- driving unprecedented sales and equity growth.	Role of Marketing in the Firm & the C-Suite <u>Occasion-based targeting and brand differentiation: How segmentation based on occasions can manifest in brand experience</u> Steve Dominguez, Vice President, Global Brands, Hyatt Place, Hyatt House Hyatt Hotels as a brand portfolio is working to further differentiate its brand portfolio through a focus on the high-end consumer mindset and how this consumer is best served in different occasions across its brand portfolio. This presentation will share how occasion-based targeting is used by Hyatt brands to differentiate in a changing and increasing competitive marketplace.	The Digital Transformation of the Modern Corporation <u>Business Contribution from Social Media: One Marketer's Journey</u> Gail Moody-Byrd, Senior Director, Head of Digital Governance, Performance & Optimization, SAP As social media matures beyond a top of the funnel marketing tactic to a primary channel for advertising dollars and demand gen, it's critical that its impact be measured. Yet agreement on what metrics matter most and how to calculate them are as irresolute as ever. The tools for measurement, while better, leave much to be desired. Hear how SAP and its seasoned team of digital marketers established metrics and used tools to measure the ROI on their extensive social media presence. How did they determine what follower actions were the best indicators of interest? How did they capture the data? How are results visualized and delivered? This is sure to be a lively discussion about one of the most controversial topics in growth marketing today.
	3:15 pm - 3:30 pm NETWORKING BREAK		
3:30 pm - 4:30 pm	The Digital Transformation of the Modern Corporation <u>Winning in the New Normal: The Five Key Questions Marketers Should Be Asking Now</u> Jim Lecinski, Vice President, Integrated Sales and Chief ZMOT Evangelist, Google As the consumers continue to become more and more connected, their use of digital is changing the way they make buying decisions, and marketers need to change the way they build and grow their brands. In this "New Normal" there are five key questions that will help marketers be more successful. This session will share those questions along with practical examples and tips that marketers can take away to act on now. Note: Annual Conference attendees will receive one thought leadership email from Google after the conference concludes.		
4:30 pm - 6:30 pm Evening Reception - exciting details coming soon!			

FRIDAY OCTOBER 7			
8:00 am – 2:15 pm – Registration Open			
7:45 am – 8:30 am - Breakfast			
8:30 am – 8:45 am Welcome & Opening Remarks			
8:45 am - 9:45 am	Competing in Dynamic, Global Markets		
	<p><u>Understanding People, not just consumers – the real competitive edge</u> BV Pradeep, Global VP Consumer & Market Insight for Country & Customer Development, Unilever It is well established that understanding our consumers, is crucial to drive growth of brands & businesses. However, quite often, significant focus is on understanding them as consumers of XYZ product categories.</p> <p>This session will focus on highlighting the significant importance of understanding our consumers, as PEOPLE first. Pradeep will focus on how the local culture and context of consumers, impacts their needs and the way they engage with brands & communication. This assumes even greater importance, in the context of Global marketing of brands.</p> <p>Understanding the local cultures and nuances insightfully, can provide a decisive advantage for a business, in a world where technology & product functionality, are parity most of the time. It also helps build strong brand love & affinity, as people feel engaged & connected.</p>		
9:45 am - 10:15 am NETWORKING BREAK			
10:15 am - 11:00 am	Effectively Targeting High Value Sources of Growth	Role of Marketing in the Firm & the C-Suite	The Digital Transformation of the Modern Corporation
	<p><u>The Gold Miner Method for Systematic Lead Generation</u> Frank Cowell, President, Elevator Agency</p> <p>What the business of gold mining can teach you about how to systematically (and profitably!) generate inbound leads for your organization.</p> <p>There's lots of talk about inbound lead generation through marketing automation these days. There's some really cool stuff happening, but the problem is that we're getting very distracted by all of the "shiny objects" at our disposal. As a result, there's a lot of jumping around from tactic to tactic with little to show for it.</p> <p>In this presentation, Internet marketing veteran, Frank Cowell, shares what the business of gold mining can teach you about how to systematically and profitably generate leads and customer opportunities, and cure ""shiny object syndrome"" once and for all. Frank will be teaching you the seven stages of setting up, operating, and growing a lead generation program that consistently produces results.</p>	<p><u>From Brandwheels to Sandwich Boards: Lessons from a Founder Culture on Driving Authenticity and Loyalty in Your Brand</u> Rita Hudetz, Chief Commercial Officer, Hu Products</p> <p>Rita Hudetz, PepsiCo veteran and chief commercial officer of Hu Products, a cult NYC high quality/ low processed food company will talk about her experience transitioning from the 'big corporate' to 'scrappy start-up' marketing mentality. Focus of the talk will be on driving authenticity and maintaining authenticity while growing, taking low-cost risks in marketing, influencer marketing, cross promotion and brand ambassadors, leveraging non-traditional marketing assets, and innovating and marketing for the millennial 'hyper seeker.'</p>	<p><u>Shifting to a Customer-Centered Content Marketing Model</u> Bonnie Voldeng, Director Marketing, FedEx</p> <p>Shifting to a Customer-Centered Content Marketing Model Bonnie will provide insights into how content marketing and digital transformation work together to drive customer engagement and business value.</p> <p>In this 24/7 digitally connected world, customer expectations are high. They expect business partners to know them, and present relevant, authentic content and solutions that meet their unique needs. Businesses need to leverage digital technology to deliver personalized experience that drives the customer emotion and attachment with the brand.</p>

FRIDAY OCTOBER 7 (con't.)

11:00 am - 11:30 am NETWORKING BREAK

	Effectively Targeting High Value Sources of Growth	Role of Marketing in the Firm & the C-Suite	Generating & Using Insight to Shape Marketing Practice
<p>11:30 am - 12:15 pm</p>	<p><u>Lead with 'Why'. Sell the 'How' and 'What': How relevance drives better sales and demand gen results.</u></p> <p>Helen Donnelly, Executive Director, Vertical Strategy Verizon</p> <p>You're in a dogfight for your customers' attention. Add to the mix a complex portfolio of products and services and a diverse set of target market segments and it's enough to send even a seasoned marketer packing. What can you do to make your marketing campaigns stand apart? The answer: Relevance. Attend this session to learn how more targeted, use case-driven messaging can best attract and compel customers to engage.</p> <p>Helen, Executive Director, Vertical Strategy at Verizon Enterprise, will share practical examples from over 20 years selling and marketing technology solutions into B2B customers across practically every industry.</p> <p>She'll discuss in this interactive session how to:</p> <ul style="list-style-type: none"> • Convince product marketing to lead with why • Cast a smaller net but get better results • Create use cases that pass the "so what?" test • Tap industry resources to do your marketing for you 	<p><u>From Shoe Polish to the Coolest Brand in America</u></p> <p>Bridget Russo, CMO, Shinola</p> <p>Join Bridget Russo, CMO of Shinola for this fireside chat, led by Lauren McCadney, Annual Conference Planning Committee member and Marketing Executive at CDW as they discuss Shinola's story, aligning with Detroit and becoming the coolest brand in America.</p>	<p><u>Segmenting for Breakthrough</u></p> <p>Autumn McDonald, Senior Director Global Consumer Insights, Hershey Company</p> <p>This session will cover a holistic approach to consumer segmentation and how it can be used to drive towards breakthroughs in portfolio management and consumer relevance.</p>

12:15 pm - 1:15 pm NETWORKING LUNCH

FRIDAY OCTOBER 7 (con't.)			
	Effectively Targeting High Value Sources of Growth	Role of Marketing in the Firm & the C-Suite	Dealing with an Omni-Channel World
1:15 pm - 2:00 pm	<p><u>Growth Hack – LIVE!</u> Chris Franco, Founder & CEO, Woodridge Growth</p> <p>Learn how to grow your business as Chris Franco, Founder & CEO of Woodridge Growth takes on marketing and branding growth challenges in these exciting sessions.</p> <p>If your business has a strategic brand position, needs to grow quickly and you're excited, ready, and open to a growth hack, contact Kelly Moran to submit your case for the Growth Hack - LIVE sessions. Those selected will receive a complimentary conference registration!</p>	<p><u>B2B Marketing. A Journey of Discovery</u> Ami Krishan, Global Category Director Sweeteners, Tate & Lyle</p> <p>Transitioning from B2C to a B2B marketing organization can be a significant change for traditional CPG marketers. Demonstrating how marketing can play a pivotal role in shaping an organizations future is critical in order to have a voice at the C-Suite level. Join Ami Krishan, Global Category Director at Tate & Lyle, as he shares his perspective on the skill sets required to move business teams and lead change within a B2B structure. In this informative session, we will explore the barriers that can hold back many marketers and the mindset required to successfully influence senior management.</p>	<p><u>5 Keys to Drive Meaningful Engagement in Today's OmniChannel World</u> Lori Ulanoff, Manager, Digital Center of Excellence, WhiteWave Foods</p> <p>How do you break through the clutter to connect with your most valuable consumers in a meaningful way in today's ever changing, omni-channel world? Discover 5 key principles to engage, activate and retain your most passionate fans across online and offline channels to amplify your brand and drive results.</p>
2:00 pm - 2:15 pm NETWORKING BREAK			
	The Digital Transformation of the Modern Corporation		
2:15 pm - 3:15 pm	<p><u>The Pivot - Shaping a Responsive Enterprise through a Digital Lens</u> Brian Miske - Chief Marketing Officer, KPMG MSLP</p> <p>Leaders and organizations are faced with a difficult decision of disrupt or being disrupted; transform digitally on behalf of customers, or risk being abandoned by responsive and agile competitors, disruptive market entrants or new digital business innovations. The Pivot is about understanding the three core elements important to the organization and marketing professionals to compete in a market environment in near-constant disruption. Agile organizations are pivoting to create "responsive enterprises and connected ecosystems leading back to the customer".</p>		
3:15 pm - 3:25 pm CLOSING REMARKS			